

Downtown Muskegon Business Improvement District

Meeting Agenda

March 22, 2016

380 Western Ave., Suite 202 Muskegon, MI at 4PM

- 1) Call to Order
- 2) Consent Agenda
 - a) Approval of Agenda
 - b) Approval of Minutes from the Feb. 23, 2016 Meeting
 - c) Financial statement as of March 15, 2016
- 3) Public Comment (on an agenda item)
- 4) Unfinished Business
 - a) Update of BID activities on snow removal services and review of the seasonal landscaping RFP that was sent out March 15 and due April 5, 2016.
- 5) New Business
 - a) Explanation and discussion of downtown Muskegon downtown walking tour; and review of DMN/BID relationship. Cindy Larsen, president of Muskegon Lakeshore Chamber of Commerce, DMN board member.
 - b) Request for \$2,400 for initial First Friday's marketing from the 2016 budget for marketing, promotions and events. Presentation by Ellen Berends, DMN.
- 6) Other Business
- 7) Adjournment

Downtown Muskegon Business Improvement District

Meeting Minutes

February 23, 2016

380 W. Western Ave., Suite 202 Muskegon, MI at 4 PM

1) Call to Order: 4:00 PM

2) Attendance:

Doug Pollock (Chair), Justin Clark (VC), Bob Tarrant, Gary Post, Bruce Lindstrom and Frank Peterson

Excused Absent(s):, Mike Hennessy, John Riegler and Connie Taylor

Guests: Dave Alexander, Downtown Muskegon Now director; Ellen Berends, Downtown Muskegon Now events coordinator.

3) Consent Agenda

a) Approval of Agenda

Motion: Frank Peterson

Support: Bruce Lindstrom

Vote: All voted in favor

b) Approval of Minutes from the Jan. 19, 2016 Meeting

Motion: Frank Peterson

Support: Bob Tarrant

Vote: All voted in favor

c) Approval of the financial statement from Feb. 18, 2016

Motion: Frank Peterson

Support: Justin Clark

Vote: All voted in favor

4) Public Comment (on an agenda item) – None. The board chose to leave the floor open for the whole meeting allowing attendees to participate as they like.

5) Unfinished Business

a) BID update from Dave Alexander, Downtown Muskegon Now. The BID assessments were sent out Feb. 1 by the city of Muskegon's Finance Department. An expanded snow removal contract for the entire district was signed by H&H for Feb. 1 through April 15. DMN will prepare a Request for Proposals for seasonal landscaping starting this spring.

6) New Business

- a) Dave Alexander presented last year's spring, summer and fall landscaping RFP and contract. Planter flowers and upkeep were provided by O'Henry Gardens in a separate quote and contract. BID board members suggested getting prices for additional work including a Preen-like treatment for weed suppression, the cost of new weed barriers in the planting beds and a request for flowers in the planters to be fuller, earlier in the year. Alexander said that the three mowings of the three Downtown Muskegon Now lots along West Western Avenue will have a separate line item and be paid for not by the BID but the DMDC. No action needed.
- b) The BID board heard from Ellen Berends on the First Fridays events planned to begin in May and to expect a \$2,500 request from the BID advertising/marketing and events line item for the new, family-friendly event each first Friday of the month. She also reported on a proposed downtown art sculpture competition of outdoor metal works and a planned GusMacker basketball tournament for the community foundation's Clay Avenue parking lot July 23-24. Dave Alexander reported on the need to update the downtown map at Third Street and West Western Avenue. He will receive quotes and look for sponsorship funds outside of the banners and signage line item in the 2016 BID budget. No action needed.
- c) The meeting schedule for the remainder of 2016: The fourth Tuesday of every other month. March 22, May 24, July 26, September 27 and November 22. Meetings are at 4 p.m. in the Downtown Muskegon Now offices at 380 W. Western Ave., Suite 202, Muskegon, MI

Motion: Gary Post

Support: Bob Tarrant

Vote: All in favor

7) Other business

Board members discussed need by mid-summer to begin the process of continuing the BID and its assessments in 2017 and beyond. It was suggested that as BID funds services and improvements, marketing and promotional efforts point out those investments.

8) Adjournment

5:10 PM

No Objection

Minutes produced and submitted by Dave Alexander, executive director of Downtown Muskegon Now.

03/14/2016 02:02 PM

ACCOUNT BALANCE REPORT FOR CITY OF MUSKEGON

Page: 1/1

User: beth.lewis
DB: Muskegon

PERIOD ENDING 03/31/2016

GL NUMBER	DESCRIPTION	2015-16 AMENDED BUDGET	BEG. BALANCE 07/01/2015	ACTIVITY FOR MONTH 03/31/2016	YEAR-TO-DATE THRU 03/31/16	END BALANCE 03/31/2016
Fund 297 - DOWNTOWN MUSKEGON BID						
Assets						
297-00000-1101	CASH IN BANK		0.00	(2,080.88)	2,157.14	2,157.14
TOTAL Assets			0.00	(2,080.88)	2,157.14	2,157.14
Revenues						
297-00000-4161	SPECIAL ASSESSMENTS	0.00		6,493.62	18,731.64	18,731.64
TOTAL Revenues		0.00		6,493.62	18,731.64	18,731.64
Expenditures						
297-70803-5346	CONTRACTUAL SERVICES	0.00		8,574.50	16,574.50	16,574.50
TOTAL Expenditures		0.00		8,574.50	16,574.50	16,574.50



Muskegon Business Improvement District
Spring/Summer 2016 Grounds Keeping - Request for Proposal

Date: March 15, 2016

To: Landscaping Contractors

From: Muskegon Business Improvement District/Downtown Muskegon Now

RE: RFP for landscaping and maintenance in downtown Muskegon

Proposals Due: **Tuesday, April 5, 2016 by 12:00 p.m. (noon)**

Downtown Muskegon Now (DMN), as manager of the new Muskegon Business Improvement District, seeks qualified firms to prepare and submit proposals for landscaping and maintenance in the core of downtown Muskegon along and adjacent to West Western Avenue between Terrace and Fifth streets and along Third Street between Clay Avenue and Morris Street.

Purpose & Objectives

DMN is interested in receiving proposals from companies or agencies with the ability and interest in providing the following services. The contract period will be for one season terminating on Nov. 30, 2016. Service areas for the 2016 contract are West Western Avenue between Terrace Street and Third Street (both sides of Third and inside the traffic circle), the Olthoff Stage area (and it's planting beds) along Third Street, The Alcoa Stage area in front of the Hines Building and the raised beds between Fourth and Fifth Street on Western Western Avenue (beds in front of and behind the parking lot across from the L.C. Walker Arena). An attached map shows the areas of service.

Insurance

The selected firm must have a liability insurance policy covering casualty to persons and property for an amount no less than \$1 million and list Downtown Muskegon Now as an additional insured party. A copy of the insurance policy must be provided to Downtown Muskegon Now at the start of the contact period.

Scope of Work

Lawn Fertilization/Weed Control

- 4 fertilization applications on medians and terraces between Third Street and Terrace Street along Western Avenue (excluding vacant properties)
 - o Spring (completed by June 1)
 - o Early Summer (completed by July 30)
 - o Late Summer (completed by September 30)
 - o Fall/Winterized (completed by Nov. 30)
- Apply liquid weed control to the service area including:
 - o Cracks
 - o Curb lines
 - o Landscaping beds
 - o Along buildings
 - o Parking lots behind Russell Block & the Hines Building (parking area entered from Morris Avenue between Second and Third Streets).
 - o Alcoa Celebration Square rock beds at First Street and West Western Avenue

(Continued)



Muskegon Business Improvement District
Spring/Summer 2016 Grounds Keeping - Request for Proposal

*A copy of your business certification to apply fertilization/weed control must be submitted with the bid.

*DMN staff should be notified a week before applications occur.

Spring Clean Up

- Removal of lawn and landscaping area debris
- Cut all ornamental grasses and annual plants to spring start height
- Remove all day Lilly dead loss and cleanout beds
- Removal all trash from landscaped beds, curbs, & open fields
- Haul all yard waste from site
- Clean-up of curb lines and dress property for appearance
- Clean-up landscaping rocks (moving back into islands) in the parking lots behind the Hines Building & Russell Block
- Weed whip only the rear raised planting bed behind the West Western Avenue parking lot between Fourth and Fifth streets.
- Weed and cut back (totally weed whip if needed) the front raised flower beds fronting West Western Avenue in the parking lot between Fourth and Fifth streets.

Hardwood Mulch Installation & Bed Prep

- Pull weeds, and remove all debris from bark beds
- Install sod cut edge and prep all corners of landscaping beds
- Haul and spread shredded hardwood bark 2" deep in beds on Western Avenue between Terrace and Third Streets, and the front raised bed between Fourth and Fifth streets along West Western Avenue (see attached map for reference – the rear flower bed in this lot does not receive mulch)

New weed barrier for landscape beds along West Western Avenue/Third Street (please quote separately)

- Remove the old weed barrier and replace it with new barrier as part of spring hardwood mulch installation and bed prep
- Quote the work in a manner that groups of beds could be done in phases over a number of years.

Early-season application of alternative weed preventer in landscape beds (please quote separately)

- After landscape bed preparation at the beginning of the season, application of a weed preventer such as Preen or equivalent.
- Specify an alternative product to be applied instead of liquid weed control in the landscape beds provide weed prevention longer into the season.

Mowing of downtown vacant properties 3 times per season (please quote separately)

- Mowing of three West Western Avenue downtown vacant properties on West Western Avenue from Third to First Street (see map)
- Trash should be removed from all locations prior to mowing on each visit
- Line trimming around all obstacles
- Solid surfaces should be blown free of debris
- If possible, one of the grass cutting of the three West Western Avenue vacant properties should occur the week prior to the Lakeshore Art Festival, July 1-2.

Trimming and Pruning

- Trim & prune shrubs, bushes & trees to promote healthy growth and uniformity
- Remove and dispose of trimming debris

(Continued)



Muskegon Business Improvement District
Spring/Summer 2016 Grounds Keeping - Request for Proposal

Fall Clean-up

- Leaf removal from plantings between Terrace Street and Third Street along Western Avenue and in the Olthoff Stage area of Third Street between West Western and Clay avenues.

Special Instructions

Downtown Muskegon hosts several festivals throughout the summer, set up for these festivals begins on the following dates and efforts should be made to ensure regular maintenance doesn't interfere with event setup/activities. **The city will turn off irrigation the day before the noted set-up start dates.**

Event	Set-up Starts	Event times	Breakdown
Parties in the Park	Fridays 3-5PM	Summer Fridays 5-9 pm	Same night
Taste of Muskegon	Thursday, June 16	June 17 & 18 11am-9pm	Sunday, June 19
Lakeshore Art Festival	Thursday, June 30	July 1 & 2 10 am-6 pm	Sunday, July 3
Muskegon Rebel Road	Wednesday, July 13	July 14, 15, 16 & 17	Monday, July 18

Proposals can be submitted by the due date to Dave Alexander, C/O Downtown Muskegon Now at the mailing address, fax number or email below. DMN and the BID reserves the right to reject any and all bids and negotiate with a bidder on final price and services.



Orange – Parking lots behind Russell Block & Hines Building
 Blue – areas to receive landscaping maintenance
 Green – Vacant lots to be cut 3 times per year

Downtown Muskegon Business Improvement District

Budget Recommendation & Explanation

Date: October 2015

To: Muskegon City Clerk/City Commission

From: Downtown Muskegon Business Improvement District Board

Budget Recommendation:

Based on a two tier assessment where "Class A" Properties pay \$0.08/sf annual and "Class B" Properties pay \$0.02/sf annual the Downtown Muskegon BID can expect to bring in \$128,467.36 during 2016. Based on this Assessment the below budget is recommended.

2016 Downtown Muskegon BID Budget

Downtown Beautification/Enhancements	
Spring/Fall Clean-up & Summer Landscaping	\$ 16,000.00
Holiday Decorating	\$ 2,500.00
Banners & Directional Signs	\$ 7,000.00
Snowplowing & Salt	\$72,000.00
Marketing, Advertising & Development	
Advertising/Marketing & Events	\$ 24,000.00
Art	\$ 2,000.00
Reserve Funds	\$4,967.36
Total	\$128,467.36

Budget Note:

All line items, with the exception of ***Snowplowing & Salt*** and ***Spring/Fall Clean-up & Summer Landscaping***, will be locked and no funds expended until specific board action is taken to release those funds. This is to ensure proper funds are available for projects.

All unused funds will go into cash reserves.

Budget Explanation:

Downtown Beautification/Enhancements

Spring/Fall Clean-up & Summer Landscaping

The Downtown Muskegon BID will contract with one or more third party landscaping companies to conduct a spring cleanup of common area planting beds within the BID, and general cleanup of grounds as a result from winter wear and tear. Summer Landscaping includes the weeding and fertilization of common areas throughout the BID (grass cutting is done by the city). This line item also includes the planting and maintenance of flower planters throughout the BID (this item could be completed by a different vendor than the one doing the landscaping and clean up). Fall clean-up will consist of removal of leaves from the BID district and preparation of the planting beds for the winter.

Holiday Decorating

Funds in this line item will be used to purchase holiday decorations which can be displayed within the BID. These could be used to complement existing decorations in Hackley Park or expand displays to other areas of the BID.

Banners & Directional Signs

In an effort to support exiting businesses and help downtown visitors navigate downtown, new directional signage (wayfinding) needs to be updated throughout the BID. Funds in this line item will be used to update/create wayfinding and used to brand downtown.

Snowplowing & Salt

The BID's largest line item is dedicated to snowplowing and salt application along sidewalks within the BID where the majority of the Class A properties are located along portions of W. Western Ave., Clay Ave., Morris Ave., Terrace St., Jefferson, 1st, 2nd, 3rd, 6th & 7th Streets. Funds will also be used to clear parking areas which are generally used by the public – specifically the two lots between 2nd and 3rd Streets accessed off of Morris Ave.

Marketing, Advertising & Development

Advertising/Marketing & Events

In an effort to encourage new and repeat visitors to Downtown Muskegon funds will be dedicated to advertising Downtown Muskegon within the Muskegon metro area. Advertising will focus on billboards and web based advertising including, but not limited to, internet based advertising on various local/regional websites and Facebook. The BID will also look at partnering with existing campaigns and marketing efforts to try and leverage additional exposure for Downtown Muskegon. If possible, based on budget constraints, cable TV and Radio advertising could also be considered. Print advertising in specific tourism and/or trade based publications could also be considered based on budget restrictions.

The goal with this advertising and marketing effort is to inform the Greater Muskegon Community about the various shops, services, restaurants, activities and cultural amenities available in downtown Muskegon.

Portions of this budget will also be used to help create new downtown events or enhance existing events specifically designed to bring individuals into downtown Muskegon businesses. It is expected that some of these events will be partnerships with other downtown entities.

Art

A key aspect of a downtown experience is one's sense of place. A strong sense of place can encourage visitors to linger and explore longer. One way to achieve this sense of place is with public art. Other downtown partners, including the Community Foundation for Muskegon County, the City of Muskegon, The Muskegon Museum of Art (among others) have made a strong commitment to enhancing our downtown's public/community art. This can be seen in the historical downtown mural project and the various sculptures scattered throughout the downtown. This art serves as an additional draw to the downtown.

In an effort to support additional public art within the BID, this line item will be used to create a fund which will set aside monies each year and used to help create, support and/or enhance public art activities within downtown Muskegon – monies in this line item do not need to be spent each year. Funds would be distributed at the discretion of the BID Board with the understanding that the art funded in part or fully by the BID Art Fund be in free public areas of the downtown and displayed in a way that enhances the downtown experience.

FIRST FRIDAYS

1ST QUARTER BUDGET FOR BID

The 1st quarter, different from the rest, has the kick off event in it. This encompasses the May DanceParty event. We will have a DJ, bouncehouses, food trucks and family fun.

To market the 1st quarter we will use Facebook ads and posters, Twitter and Instagram to get the word out.

Budget

Modern Entertainment		275.00
Poster printing and creative	150.00 x 4 (May June Aug Sept)	600.00
Facebook ads	250.00 x 4	1000.00
Bouncehouse rental	2 hours	500.00
Permitting		25.00
Total cost for the 1 st quarter of First Fridays		2400.00

I am asking for 2500.00 to cover an incidentals or overages.

2500.00 will be what each quarter will be to sponsor. We will be able to invest more in marketing and entertainment depending on the groups that chose to own a night.

Just a reminder of what is planned:

May	Danceparty kick off
June	Street performers
July	Lakeshore art fest
Aug	Street performers
September	Tallthurs Family Craft night
October	Muskegon Sports Complex Fire and Acoutics
November	open
December	Muskegon Area Arts Council Paint the Snow!